

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : David Zito et al.
Application No. : 10/783,383
Filed : February 20, 2004
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE
Examiner : Rodney M. Henry
Art Unit : 3622 Confirmation No.: 6406

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the final Office Action dated January 28, 2011, the Applicant
submits the following:

Remarks begin on page **2** of this paper.